

Patents

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
)
Gerald H. Ablan)
) Art Unit: **3621**
Serial No.: **09/644,411**)
) Examiner: **C. Hewitt II**
Filed: **August 23, 2000**)
)
For: **Auction Management System**)

AMENDMENT DATED AUGUST 18, 2004

1-26 (canceled)

27. (currently amended) A computer-readable medium storing computer-executable instructions for causing a computer-controlled apparatus to perform the steps of:

creating an auction consolidation account;

receiving one or more inventory records containing textual specifications for items and storing the inventory records in an inventory library in association with the account;

receiving one or more image records containing images of the items and storing the image records in an image library in association with the account;

receiving one or more predefined advertisement templates and storing the advertisement templates in a template library in association with the account,

receiving an auction request in association with the account identifying a selected inventory record stored in the inventory library, a selected image record stored in the image library, a selected advertisement template stored in the template library, and one or more auction parameters;

combining the selected inventory record, the selected image record, and the selected ~~auction-submission~~ advertisement template to create an auction submission;

storing the auction submission in an auction submission library in association with the account; and

transmitting the auction submission to one or more auction sites to post the selected item for sale by auction in accordance with the auction parameters-
parameters;

creating an auction monitoring report comprising auction information pertaining to the auction request;

storing the auction monitoring report in association with the account;

revisiting each auction site to extract updated auction information pertaining to the auction request;

updating the auction monitoring report with the updated auction information; and

displaying the auction monitoring report for review by a user.

28. (canceled)

29. (previously presented) The computer-readable medium of claim 27 28, further comprising the steps of:

repeating the steps of claim 27 ~~claims 27 and 28~~ for each of a plurality of auction requests; and

displaying the updated auction information pertaining to all of the auction requests on a consolidated auction monitoring report.

30. (previously presented) The computer-readable medium of claim 29, further comprising the step of repeating the steps of claim 29 to create a plurality of auction monitoring reports in association with a plurality of accounts.

31. (previously presented) The computer-readable medium of claim 27, further comprising the steps of:

obtaining information pertaining to a sale of the item by one of the auction sites;

creating a sales record associated with the sale; and

storing the sales record in a sales record library in association with the account.

32. (previously presented) The computer-readable medium of claim 27, further comprising the steps of:

creating a billing record associated with a sale of the item by one of the auction sites;

transmitting the billing record to a purchaser associated with the sale; and

storing the billing record in a billing record library in association with the account.

33. (currently amended) The computer-readable medium of claim 32, further comprising the steps of:

receiving information regarding shipping and payment in association with the sale; and

storing the billing record in a sales record library shipping and payment information in association with the account.

34. (previously presented) The computer-readable medium of claim 27, wherein the auction parameters include one or more parameters selected from the group consisting of posting date, posting time, auction end date, auction end time, payment type, shipping method, minimum bid, reserve price, and private auction indicator.

35. (previously presented) The computer-readable medium of claim 27, further comprising the step of rendering the auction submission as an HTML page.

36. (currently amended) The computer-readable medium of claim 27, ~~wherein~~ further comprising the step of extracting updated information from an auction site comprises by performing the steps of:

identifying a page containing the updated information; and

parsing the page to extract the updated auction information.

37. (previously presented) The computer-readable medium of claim 36, further comprising the steps of downloading the page before parsing the page to extract the updated auction information.

38. (previously presented) The computer-readable medium of claim 28, wherein the step of revisiting the auction sites occurs upon receiving a user request for the auction monitoring report.

39. (previously presented) The computer-readable medium of claim 29, further comprising the steps of:

- periodically identifying posted auctions that have closed; and

- for each closed auction:

 - visiting the corresponding auction site,

 - extracting closed auction data from the auction site, and

 - processing the closed auction data.

40. (previously presented) The computer-readable medium of claim 39, wherein the step of extracting the closed auction data comprises the steps of:

- identifying a page containing the closed auction data; and

- parsing the page to extract the auction closing data information.

41. (previously presented) The computer-readable medium of claim 39, wherein the step of processing the closed auction data comprises the step of sending a notice of the auction closing in a manner specified in a record associated with the account.

42. (previously presented) The computer-readable medium of claim 39, wherein the step of processing the closed auction data comprises the steps of:

- determining whether the auction resulted in a sale, and if the auction resulted in a sale;

 - notifying a selling party of the sale;

 - notifying the buying party of the sale; and

 - creating a sales record documenting the closed auction closing.

43. (previously presented) The computer-readable medium of claim 39, wherein the step of processing the closed auction comprises the steps of:

obtaining an automatic feedback instruction from settings data associated with the corresponding account; and

transmitting auction feedback data to the corresponding site in accordance with the automatic feedback instruction.

44. (previously presented) The computer-readable medium of claim 39, wherein the step of processing the closed auction comprises the steps of:

displaying auction tracking fields in the auction monitoring report;

receiving user input to one or more of the tracking fields; and

recording the user input to the auction monitoring report.

45. (previously presented) The computer-readable medium of claim 44, wherein the tracking fields include buyer notification, payment received, auction item shipped, and payment received.

46. (previously presented) The computer-readable medium of claim 44, further comprising the steps of:

obtaining an auction processing instruction from settings data associated with the corresponding account;

performing an operation in accordance with the auction processing instruction; and

setting one of the tracking field to indicate completion of the operation.

47. (previously presented) The computer-readable medium of claim 30, wherein at least two of the auction requests are posted to different auction sites.

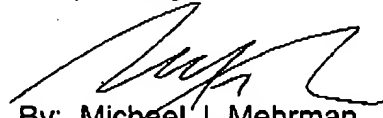
48. (previously presented) The computer-readable medium of claim 30, wherein the step of receiving one or more inventory records comprises the step of receiving user input comprising the inventory records.

49. (previously presented) The computer-readable medium of claim 30, wherein the step of receiving one or more image records comprises the step of receiving user input comprising the image records.

50. (previously presented) The computer-readable medium of claim 30, wherein the step of receiving one or more predefined advertisement templates comprises the step of receiving user input comprising the templates.

51-52 (canceled)

Respectfully submitted,



By: Michael J. Mehrman
Reg. No. 40,086

Mehrman Law Office, P.C.
5605 Glenridge Drive
Suite 795
Atlanta, GA 30342
404 497 7400
404 497 7405
mike@mehrmanlaw.com